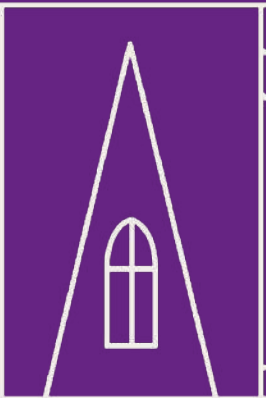
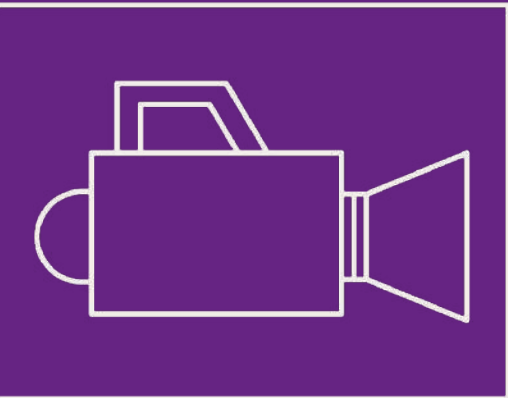
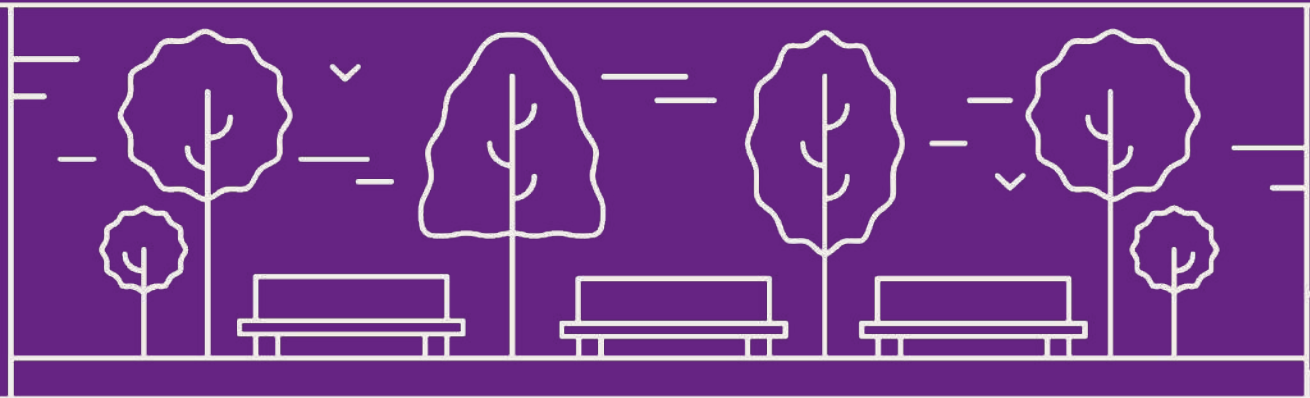
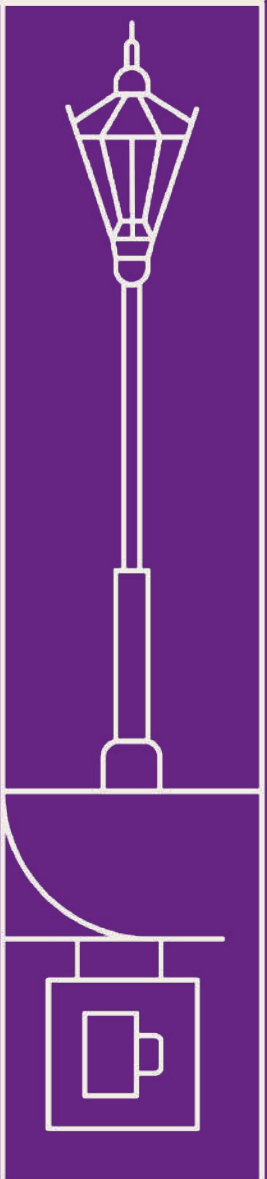
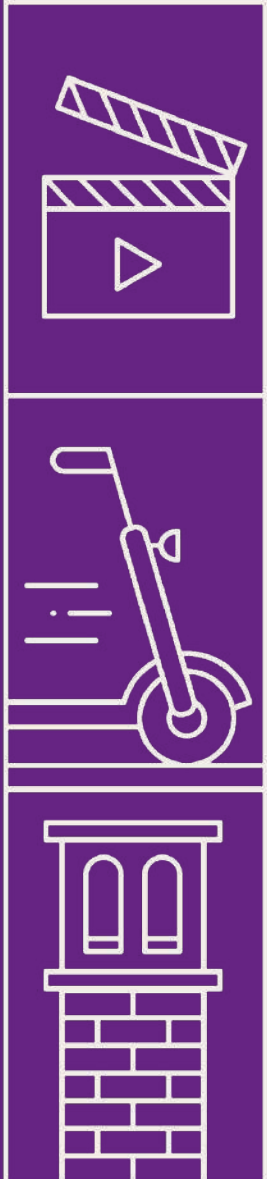




Redcliffe  
& Temple  
BID

# PERFORMANCE REPORT

October to December 2021



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# CREATING AND MAINTAINING QUALITY SPACES



# CLEANSING

The new BID cleansing partnership with Bristol Waste Company commenced on December 6<sup>th</sup> and will provide enhanced jet washing and rapid graffiti removal as well as the ability to respond to levy payer cleansing emergencies in the BID area.

- The service will be provided over 4000 hours of additional cleansing for the BID area.
- Our dedicated team of 3 use specialist BID branded vehicles and equipment, to jet wash pavements, doorways and street furniture to make the area more welcoming and attractive.
- In addition, our Cleansing team removes unwanted graffiti from levy payers building facades using specialist training and chemicals to help reduce the chance of repeat issues. This is a free service for all levy payers.
- Levy Payer requests go to [cleansing@redcliffeandtemplebid.co.uk](mailto:cleansing@redcliffeandtemplebid.co.uk)
- From 2022 we will produce a monthly report which will be shared with levy payers via the newsletter.





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# PLANTERS

We have added 12 beautiful planters to locations on the 'Brunel Mile' with seven outside Portwall Place on Portwall Lane and five outside Freshford House on Redcliff Street.

- Plants chosen for low maintenance and impact on biodiversity
- To be watered by hosts in addition to bi-monthly maintenance
- Planters painted by local artist Farrah Fortnum
- Lots of positive feedback from hosts and visitors
- BID social media posts promoting the planters in early 2022 planned.
- Further planters to be added in 2022 subject to interest from other levy payer hosts





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# IMPROVING SUSTAINABILITY AND THE ENVIRONMENT

# PUBLIC REALM AND OUTDOOR ENVIRONMENT STRATEGY WORKSHOPS

BID engaging with Landsmith Associates to develop a strategy and plan for delivery of green infrastructure and public realm improvements.

- Four workshops delivered in November across four topics: Cooling Cities, Nature in Cities, Social Spaces, Her City
- 10 - 12 attendees at each with a range of interests and level of expertise
- Identified 16 'high impact/easy to achieve' priorities to take forward
- BID wide survey and exploratory walks to follow in early 2022 to further define priorities
- Positive meeting with Avison Young who manage Temple Quay regarding ideas for their area. Meeting in January with Homes England to expand this discussion.





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## DR BIKE

Our Dr Bike service continues to be a great success and a good way of engaging with levy payers. 111 bikes serviced in 2021.

- Second Tuesday of every month: Temple Quay
- Last Wednesday of every month: Finzels Reach
- Booking via the newsletter and in 2022 via the new website
- Most attendees have been from a small group of employers, BID is keen to extend reach of the offer
- The Dr Bike offer can act as a good tool to engage levy payers and encourage them to share the newsletter with their staff
- Travelwest grant secured to cover 50% of the cost of Dr Bike sessions in 2022.





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# CREATING AND PROMOTING A VIBRANT PLACE



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17 November – 28 December

## CHRISTMAS ADVENTURES

Christmas Adventures was our festive light trail, projecting a selection of 24 popular Christmas lyrics and phrases onto iconic buildings across the city centre.

The project invited people to explore the city during the festive season with their family, friends and colleagues. Whilst on the trail, we encouraged people to support local businesses by stopping off for food, drinks and Christmas shopping along the way.

### Marketing

- 4476 views on website pages across Redcliffe and Bristol City Centre BID websites, with an average read time of 2 mins 16 seconds
- Main sources of traffic were Visit Bristol, Bristol 24/7 and social media
- 27 pieces of online, print and broadcast coverage with a reach of 17 million
- Social media reach of 1.7 million





25 and 26 November

## CHRISTMAS MARKET

The Christmas market was held at Finzels Reach and Temple Quay with great support from the estates management at both locations and delivered in partnership with Sophie Bowden Events. Unfortunately Saturday 27<sup>th</sup> was cancelled due to Storm Arwen

The markets featured street food, local artisan producers and entertainment.

While there was a lot of positive social media comments and traffic, footfall outside of lunchtime was relatively low and subsequent trader feedback was mixed. Unlikely to repeat for Christmas 2022.

This event was supported by the Welcome Back Fund delivered by Bristol City Council.

### Marketing overview

- Online & print press coverage: 10 items
- Online & print press reach: 1,632,728 & Social media reach: 878,202
- Total reach: 2,510,930
- Our top referrers to the website for this campaign were Visit Bristol, organic search, and Bristol 24/7
- Users spent an average of 4.03 mins on the page





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# CONNECTING AND REPRESENTING BUSINESSES



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# NETWORKING AND PARTNERSHIPS

We held our first BID update and networking event on November 2<sup>nd</sup> at the DoubleTree by Hilton, attended by 35 businesses and included partnership updates from Veolia waste management and Empire Fighting Chance. We received very positive feedback from attendees about the content and location.

Many thanks to Imran Ali, GM and his team at the hotel for providing a great venue and refreshments.

Additional BID business support activity:

- South West Business Insider panel member and networking event: Reimagining our Workspaces
- South West Business insider interview about the many developments in the Redcliffe and Temple area: November 2021 edition
- Business Leader webinar panel member sponsored by our levy payer PKF Francis Clark discussing the innovative business pioneers in the South West





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# BUSINESS LIAISON

We record the BID team and levy payer interactions on our CRM system, BIDBase.

We directly liaised with by email, telephone or face to face meetings/workshops with 90+ businesses and communicated to over 600 people signed up to our monthly newsletters.

Key themes discussed:

- BID introduction and updates
- Transport plans and consultations for the area
- Sustainability and Greening projects
- Cleansing and graffiti removal support
- Marketing support for hospitality and retail businesses





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# BUILDING A SAFE AND CARING COMMUNITY

# TAP FOR BRISTOL

Our fundraising through TAP continues to raise valuable funds although there is still work to be done to increase the profile of TAP in the city and encourage TAP point hosts to promote the initiative.

October – December R&T total = £1,521

- 7 TAP points within the Redcliffe & Temple BID area
- Permanent window vinyls:  
Spicer + Cole, Bocabar, Tesco
- Permanent countertop device hosts;  
Small Goods, Left Handed Giant
- Two rotating TAP points :  
November - December hosts; One Redcliffe Street and Baristas
- January hosts; Templepoint and Little Martha Brewing





2 – 5 November

# TREEFEST

The BID was delighted to be able to support St Mary Redcliffe Church by sponsoring the 2021 Treefest. The event featured Christmas trees decorated by local businesses and community groups (including one from the BID team).

- 48 Christmas trees decorated
- 3000 visitors across the 4 days
- Over £3000 raised for 2 local charities



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# HISTORIC WALKING TOURS

In October we began our historic walking tours for people who live and work in the BID area led by an expert tour guide. The 45 minute tours have proved to be a very popular lunchtime activity with positive feedback from attendees. We have also had requests for dedicated tours for individual businesses.

More tours are planned in 2022.

- 6 attendees October
- 15 attendees November





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# MARKETING

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## Marketing

# NEW WEBSITE

### Website

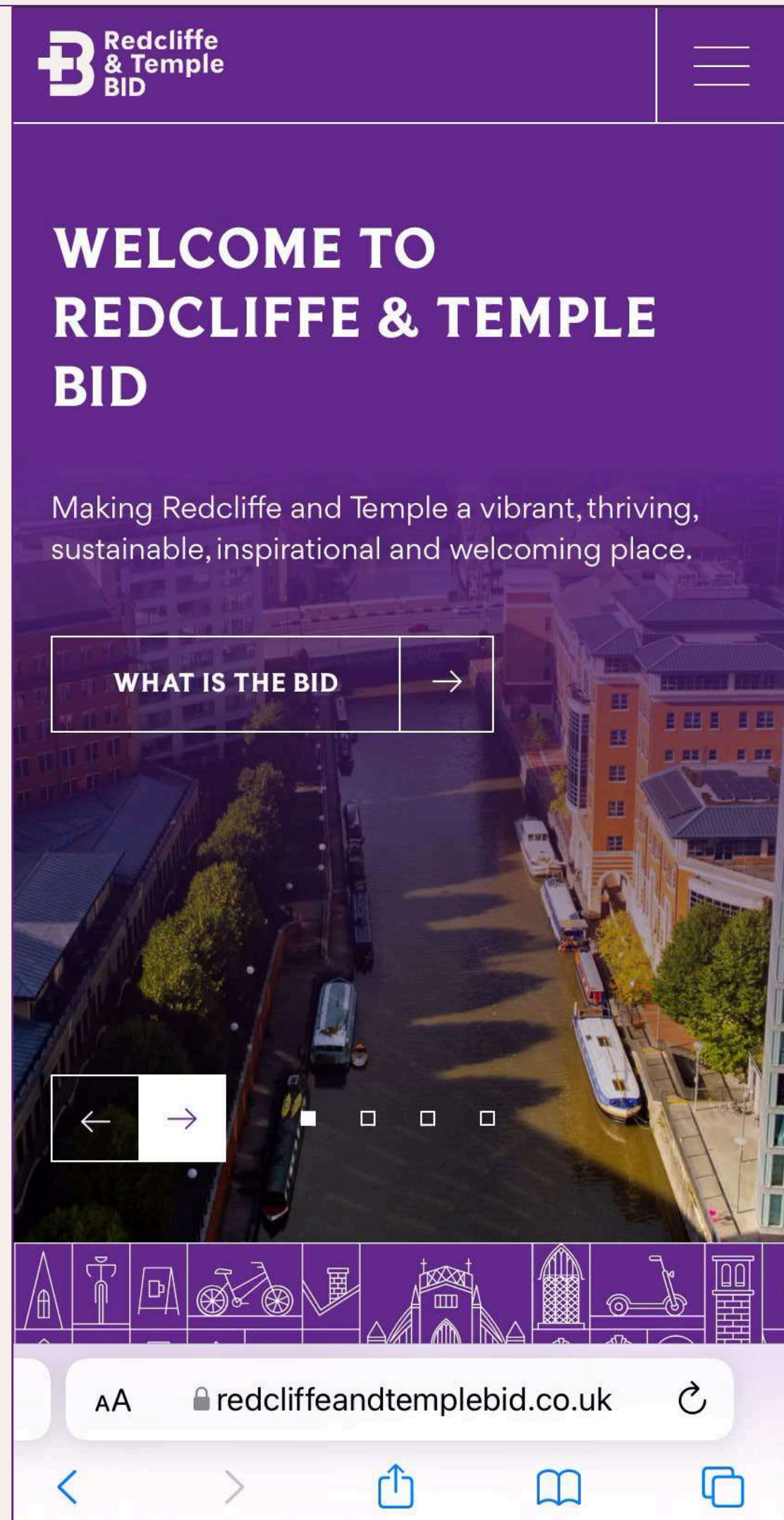
Our new website was delivered on time, going live on 13<sup>th</sup> December.

This site gives us great flexibility for the marketing team to edit inhouse. It has been designed to best showcase our news and projects to our levy payers to make it easier to stay up to date with the BID's activities.

The **Projects** are aligned to the BID's five themes, aligning with our business plan. The **News** sections shows BID updates and ad-hoc campaigns.

We have created a **Hospitality & Retail Directory** to showcase businesses in the BID area, giving you a platform to talk about your services and highlight your latest **Offers**.

If you would like your directory information updated, or if you would like to add an offer, please email Beth and Grace.





## Marketing

# SOCIAL MEDIA

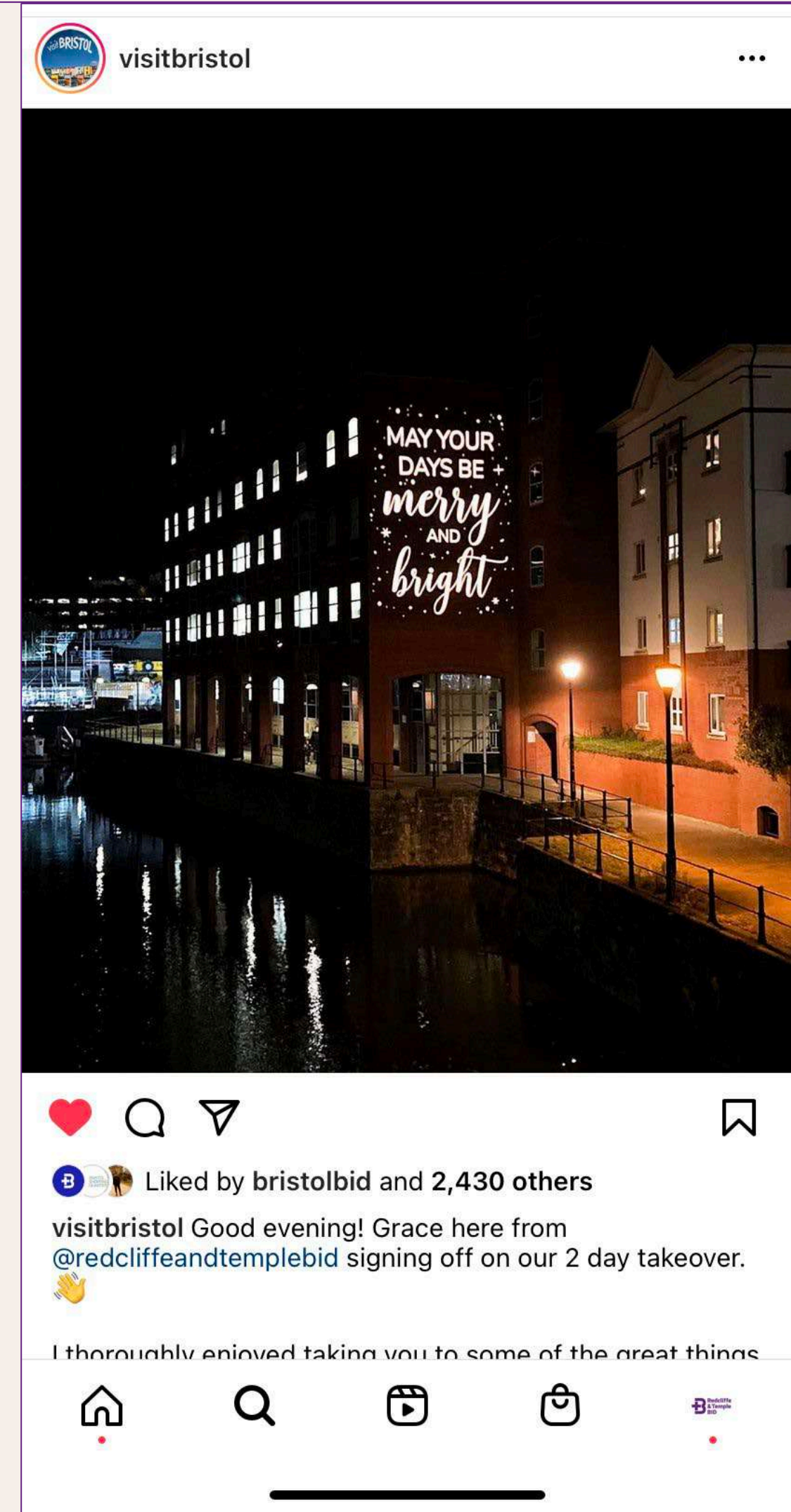
We took over **Visit Bristol**'s Instagram account (70k followers) for two days (24-25 Nov) and explored levy paying businesses, **Christmas Adventures** projections, and day 1 of our **Christmas market**.

This activity gave us a platform to reach a new audience. We had a reach of 142k across 3 posts and 66 stories, generating 3247 likes and over 140 new followers to our own Instagram account; a new engaged audience for us to share our upcoming BID activities with.

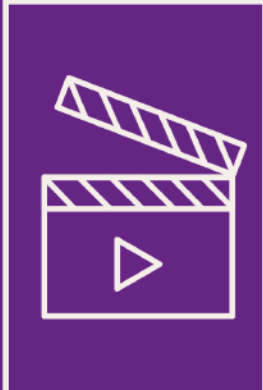
Our total **Instagram** following has grown 162% this quarter, with 283 new followers in total. We reached 5400 more accounts that weren't following us vs. the previous quarter, and our engagement was up 1172%.

We have grown our **Twitter** following but engagement is down vs Q3 due to the quieter December period.

**LinkedIn** followers have increased by 22% since July.







# THANK YOU

